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## **EDUCATION**

University of Nevada, Reno, Reno, NV

- M.S. Resource Economics, December 2005
- Master's Thesis: *Are Consumers Willing to Pay for Designation of Origin Labeling? The Case for Native Plants and Seeds in Nevada*
- Coursework: Advanced microeconomics and econometrics, natural resource economics, applied geographic information systems, quantitative methods

University of Nevada, Reno, Reno, NV

- B.S. Agricultural and Applied Economics, December 2003
- Coursework: Intermediate microeconomics and macroeconomics, water economics, non-market valuation, intermediate statistics, linear regression analysis

## **ACADEMIC EXPERIENCE**

- July 2010 — present: Research Analyst, University Center for Economic Development, University of Nevada, Reno
- January 2006 — present: Research Analyst, Department of Economics/Resource Economics, University of Nevada, Reno.
- March 2007 — June 2007: Research Assistant, Food Innovation Center Experiment Station, Oregon State University.
- January 2004 – December 2005: Research Assistant, Department of Resource Economics, University of Nevada, Reno.

## **PEER-REVIEWED GRANTS AND PROJECTS**

Principal Investigator/Project Director: Western Center for Risk Management Education Grant, 2013-2014. \$49,358. Develop and deliver risk management education to livestock producers in Nevada interested in direct marketing meat; provide technical assistance to producers to start a meat CSA/buying club.

Co-Principal Investigator: Nevada Agricultural Experiment Station Hatch Grant, 2011-2013. \$61,860. Evaluate economic impact of Wolf Pack Meats; estimate value of experiential learning; assist Nevada producers with value-added direct market strategies.

Principal Investigator/Project Director: Western Center for Risk Management Education Grant, 2009-2010. \$44,228. Develop and deliver food safety risk management education to food and agriculture producers in Nevada.

## **PROFESSIONAL ARTICLES, REFEREED—PUBLISHED/FORTHCOMING**

- Curtis, K.R. and M.W. Cowee (2011). "Buying Local: Diverging Consumer Motivations and Concerns." *Journal of Agribusiness* 29(1).
- Curtis, K. R., M.W. Cowee, M.K. Kim, and T.R. Harris (2010). "Evaluating Returns to Cool Season Grass Quality Characteristics for Niche Equine Feed Markets." *Journal of Agribusiness* 28(1): 1-18.
- Curtis, K.R. and M.W. Cowee (2010). "Are Homeowners Willing to Pay for "Origin-Certified" Plants in Water Conserving Residential Landscaping?" *Journal of Agricultural and Resource Economics* 35(1): 118-132.
- Curtis, K.R., M.W. Cowee, M. Velcherean, and H. Gatzke (2010). "Farmer's Market Consumers: Is Local or Organic Important?" *Journal of Food Distribution Research* 41(1): 20-24.
- Curtis, K. R. and M.W. Cowee (2009). "Direct Marketing Local Food to Chefs: Chef Preferences and Perceived Obstacles." *Journal of Food Distribution Research* 40(2):26-36.
- Curtis, K.R., M.W. Cowee, M. Haverkamp, R. Morris, and H. Gatzke (2008). "Marketing Local Foods to Gourmet Restaurants: A Multi-Method Assessment." *Journal of Extension* 46(6), Article 6RIB2.

## **PROFESSIONAL ARTICLES, REFEREED—WORKING**

- Cowee, M.W. and K.R. Curtis. "Consumer Willingness to Pay for Nevada Grown Grass-fed Meat Products."
- Curtis, K.R., T. Melkonyan, and M.W. Cowee. "Role of Learning in the Evolution of Processing Potato Contracts."

## **OTHER PUBLICATIONS – PEER REVIEWED**

### *BULLETINS*

- Landis, M., M.W. Cowee, T. R. Harris and J. Stroup (2013). "Solar Power Benefits Analysis: SunShot Initiative Subgrant Summary and Analysis." University Center Technical Report 2012/13-08.
- Cowee, M.W., T.R. Harris, D. Thain and M. Holcomb (2012). "Evaluation of the Economic Impact and Feasibility of Wolf Pack Meats." University Center for Economic Development Technical Report 2012/13-04.
- Harlbardier, K., M.W. Cowee, and T.R. Harris (2012). "Feasibility Analysis of Community/Convention Center in Wells, Nevada." University Center for Economic Development Technical Report 2011/12-04.
- Cowee, M.W. and T.R. Harris (2012). "Mobile Slaughter Potential for Nevada, 2011." University of Nevada Cooperative Extension Special Publication SP-12-01.
- Harris, T.R., M.W. Cowee, and A. Castledine (2011). "Market Segmentation Analysis for Pyramid Lake Child Care Proposal." University Center for Economic Development Technical Report 2011/12-01.
- Cowee, M.W. and T.R. Harris (2011). "Regulatory and Financial Considerations for Red Meat Mobile Slaughter in Nevada." University Center for Economic Development Technical Report 2010/11-04.
- Cowee, M.W., K.R. Curtis, R. Torell, and J. George (2010). "Nevada's Agricultural and Natural Resources Outreach Programming: Participant Impact Assessment Results." University Center for Economic Development Technical Report 2009/10-15.
- Cowee, M.W., K.R. Curtis (2010). "Illegal Dumping in Northern Nevada: Resident Perceptions and Willingness to Pay for Expanded Cleanup and Enforcement." University Center for Economic Development Technical Report 2009/10-14.
- Cowee, M.W., K.R. Curtis, and H. Gatzke (2009). "Marketing to Farmers' Markets: Ideas for Market Vendors & Managers in Nevada." University of Nevada Cooperative Extension Special Publication, SP-09-10.
- Curtis, K.R., M.W. Cowee, and H. Gatzke (2009). "Who is Shopping at Nevada's Farmers' Markets and Why?" University Center for Economic Development Technical Report 2008/09-24.
- Cowee, M.W. and K. Curtis, eds. (2008). "Crop and Livestock Insurance Options for Nevada Producers." University Center for Economic Development Technical Report 2008/09-05.

Cowee, M.W.

- Curtis, K.R., J. Entsminger, M.W. Cowee, J. Davison, and T. Harris (2008). "Market Potential for Nevada Teff Products." University Center for Economic Development Technical Report 2008/09-02.
- Cowee, M., technical ed. (2008). "Niche Markets: Assessment & Strategy Development for Agriculture." University Center for Economic Development publication 2007/08-13.
- Curtis, K.R. and M. Cowee (2008). "Alternative Marketing Options for Nevada's Livestock Producers." University of Nevada Cooperative Extension Special Publication, SP-08-02.
- Curtis, K.R., M. Cowee, S. Lewis, and T. Harris (2008). "Financial Potential for Livestock Slaughter and Processing in Nevada." University of Nevada Cooperative Extension Special Publication, SP-08-01.
- Curtis, K.R., M.W. Cowee, M.K. Price, and T.R. Harris (2008). "Economic Feasibility of a Multi-Species Slaughter/Processing Facility in Northeastern Nevada." University Center for Economic Development publication 2007/08-11.
- Curtis, K.R. and M.W. Cowee (2007). "The Market for Nevada Native Plants & Seeds." University of Nevada Cooperative Extension Special Publication, SP-07-03.
- Curtis, K.R., M.W. Cowee, W. Riggs, and A. Cirelli (2007). "Do Producers and Horse Owners Agree on Important Characteristics of Cool Season Hays?" University of Nevada Cooperative Extension Special Publication, SP-07-02.
- Curtis, K.R., M.W. Cowee, A. Acosta, W. Hu, S. Lewis, and T.R. Harris (2007). "Locally Produced Livestock Processing and Marketing Feasibility Assessment." University Center for Economic Development publication 2006/07-13.
- Curtis, K.R., M.W. Cowee, M. Havercamp, and R. Morris (2006). "Nevada Supporting Nevada Market Initiative." University Center for Economic Development publication 2005/06-24.
- Curtis, K. R., M.W. Cowee, and S. Slocum (2005). "Nevada Wildland Seed Cooperative Feasibility Assessment." University Center for Economic Development publication 2005/06-10.

#### *FACT SHEETS*

- Cowee, M.W. and T.R. Harris (2012). "Mobile Slaughter Potential for Nevada." University of Nevada Cooperative Extension Special Publication SP-12-01.
- Cowee, M.W. and K.R. Curtis (2011). "Resident Perceptions of Illegal Dumping in Northern Nevada." University of Nevada Cooperative Extension Fact Sheet FS-11-03.
- Cowee, M.W. and K.R. Curtis (2010). "Resident Willingness to Pay for Expanded Cleanup and Enforcement of Illegal Dumping Laws," Utah State University Cooperative Extension Publication Economics/Applied Economics/2010-03pr.
- Cowee, M.W. and K.R. Curtis (2010). "Resident Perceptions of Illegal Dumping on Public Lands," Utah State University Cooperative Extension Publication Economics/Applied Economics/2010-02pr.
- Cowee, M.W., Curtis, K.R., and H. Gatzke (2009). "Nevada Farmers Market Customer Profiles." University of Nevada Cooperative Extension Fact Sheet, FS-09-45.
- Cowee, M.W., K.R. Curtis, R. Morris and H. Gatzke (2009). "Buying Local: Perceptions of High-End Chefs in Nevada." University of Nevada Cooperative Extension Fact Sheet, FS-09-41.
- Cowee, M.W., K.R. Curtis, and H. Gatzke (2009). "Why Customers Shop at Farmers' Markets in Nevada." University of Nevada Cooperative Extension Fact Sheet FS-09-32.
- Curtis, K.R., M. Cowee, S. Lewis, and T. Harris (2008). "Consumer Preferences for Meat Attributes." University of Nevada Cooperative Extension Fact Sheet, FS-08-11.
- Curtis, K.R., M. Cowee, S. Lewis, and T. Harris (2008). "Livestock Producer Interest in Local Processing." University of Nevada Cooperative Extension Fact Sheet, FS-08-10.
- Curtis, K.R. and M.W. Cowee (2007). "Native Plant Characteristics Appeal to Consumers in Nevada." University of Nevada Cooperative Extension Fact Sheet, FS-07-16.
- Curtis, K.R. and M.W. Cowee (2007). "Nevada Consumers Willing to Pay More for "Nevada Grown" Labeled Native Plants." University of Nevada Cooperative Extension Fact Sheet, FS-07-17.
- Curtis, K.R., M.W. Cowee, W. Riggs, and A. Cirelli (2007). "Cool Season Hay Attributes of Primary Importance to Cowee, M.W.

- Nevada's Horse Owners." University of Nevada Cooperative Extension Fact Sheet, FS-07-14.
- Curtis, K.R., M.W. Cowee, W. Riggs, and A. Cirelli (2007). "What Value do Nevada's Horse Owners Place on Cool Season Hay Characteristics?" University of Nevada Cooperative Extension Fact Sheet, FS-07-15.
- Curtis, K.R., M.W. Cowee, and M. Havercamp (2006). "Working With Gourmet Chefs: Strategies for Small Agricultural Producers." University of Nevada Cooperative Extension Fact Sheet, FS-06-12.
- Curtis, K.R. and M.W. Cowee (2006). "Retirement Strategies for Agribusiness Owners." University of Nevada Cooperative Extension Fact Sheet, FS-06-11.
- Curtis, K.R., M.W. Cowee, and M. Havercamp (2006). "Agriculture Production & Producer Needs in Nevada, 2005." University of Nevada Cooperative Extension Fact Sheet, FS-06-08.
- Curtis, K.R. and M.W. Cowee (2006). "Key Concepts & Steps in Agricultural Estate Planning." University of Nevada Cooperative Extension Fact Sheet, FS-06-10.
- Curtis, K.R. and M.W. Cowee (2006). "Estate Taxes and Asset Transfer Mechanisms for Agriculture." University of Nevada Cooperative Extension Fact Sheet, FS-06-09.
- Curtis, K.R. and M.W. Cowee (2005). "Value-Added Opportunities for Nevada Agriculture." University of Nevada Cooperative Extension Fact Sheet, FS-05-33.
- Cowee, M.W. and K.R. Curtis (2005). "Niche Marketing Opportunities for Nevada Agriculture." University of Nevada Cooperative Extension Fact Sheet, FS-05-32.
- Cowee, M.W. and K.R. Curtis (2005). "Adding Value to Agriculture: Branding and Certification." University of Nevada Cooperative Extension Fact Sheet, FS-05-30.

#### **PUBLISHED PROCEEDINGS PAPERS**

- Cowee, M., and K.R. Curtis (2009). "Crop and Livestock Insurance Options for Nevada Producers." Proceedings of the 2009 Nevada Cattlemen's Update, January 2009, Nevada.

#### **PEER-REVIEWED CONFERENCE PRESENTATIONS/POSTERS**

- Curtis, K.R. and M.W. Cowee. "Farmers' Market Consumers: Diverging Interests and Needs." Presentation at the 2011 WERA 72 Annual Meeting. Las Vegas, NV. June 2011.
- Curtis, K.R. and M.W. Cowee. "Resident Perceptions and Willingness to Pay for Illegal Dumping Mitigation on Public Lands." Presentation at the 2011 Joint Annual Meetings of the Canadian Agricultural Economics Society and the Western Agricultural Economics Association. Banff, CAN. July 2011.
- Curtis, K.R., M. Cowee, H. Gatzke, and M. Velcherean. "Farmer's Market Consumers: Is Local or Organic Important?" Selected paper presented at the Food Distribution Research Society annual meetings, Denver, CO, November 2009.
- Kobayashi, M., K.R. Curtis, M. Cowee, and S. Emm. "Water Rights and Farm Production Decisions in the Walker River Basin." Selected poster presented at the International Terminus Lakes Symposium, Reno, NV, October 2009.
- Kobayashi, M., K.R. Curtis, S. Emm, and M.W. Cowee. "Landowner Willingness to Sell Water Rights in Nevada." Selected paper presented at the Western Agricultural Economics Association annual meetings, Lihue, HI, June 2009. (abstract: Journal of Agricultural & Resource Economics 34(3), 2009).
- Curtis, K.R., T. Melkonyan, and M. Cowee. "Role of Learning in the Evolution of Processing Potato Contracts." Selected paper presented at the Western Agricultural Economics Association annual meetings, Lihue, HI, June 2009. (abstract: Journal of Agricultural & Resource Economics 34(3), 2009).
- Curtis, K.R., J. Entsminger, M. Cowee, J. Davison, and T. Harris. "Market Potential for Nevada Teff Products." Selected poster presented at the NAES Field Day, September 20, 2008, Reno, NV. (abstract published in proceedings).
- Cowee, M.W., K.R. Curtis, and K. Moeltner. "Consumer Willingness to Pay for 'Nevada Grown' Native Plants and Seeds." Selected paper presented at the Western Agricultural Economics Association/Western Cowee, M.W.

Economic Association annual meetings, San Francisco, CA, July 2005. (abstract: Journal of Agricultural & Resource Economics 30(3), 2005).

#### **OTHER PROFESSIONAL AFFILIATIONS**

Western Nevada College Specialty Crop Institute Advisory Board Member, November 2011 to present  
Nevada Small Farm Conference Steering Committee Member, September 2010 to present